

LAURA SMITH

Head of Sales and
Marketing



Other Stuff

Laura has a young family and likes to exercise whenever she can. She also loves to learn and will chat to anyone about everything! She enjoys the challenge spinning life's plates brings!

CONNECT WITH LAURA

<https://www.linkedin.com/in/laura-smith-49421284/>



PlanetK2

ABOUT LAURA

Laura looks after all things sales and marketing on PlanetK2. She makes sure that the great content, thought leadership and brands across the group connect with our customers across the airwaves.

PROFILE

With an extensive background in sales and marketing working in multiple industries, Laura brings a variety of experience to her role. She is focused on customer journey and experience and uses this to ensure there is value for our customers in everything we share with the world.

EXPERTISE

Laura has a degree in Politics and Media Studies from Loughborough University and a post grad diploma in Criminology from Coventry University. She's also a member of the Chartered Institute of marketing.